

**FISCAL YEAR 2013**

**ANNUAL REPORT**



**MISSOURI WINE AND GRAPE BOARD**



MISSOURI  
WINES™

# **Annual Report of the Missouri Wine and Grape Board**

## **Executive Summary**

The Missouri Wine and Grape Board was created by the Missouri General Assembly in 2006 as an independent political and corporate body of the state of Missouri (Missouri statute 262.820). Prior to this date, the Board existed in advisory form, with members appointed by the Director of Agriculture in the early 1980s. The purpose of the Board is to further the growth and economic development of the grape growing industry in the state of Missouri.

The Wine and Grape Board is responsible for researching, developing and promoting Missouri grapes, juices and wines. The Board is funded by the collection of a statewide tax imposed on all wine sold in Missouri at the rate of 12 cents per gallon. These funds support the program's three sections: enology and viticulture advisory services, research, and promotion and marketing. Program expenditures provide:

- Professional advice to Missouri grape growers and winemakers
- Applied research for developing grape varieties and cold hardy studies
- Consumer education to increase awareness of Missouri grapes and wine industry

The Board is governed by a bipartisan commission whose 11 members are appointed by the governor with the consent of the Senate. The director of the Department of Agriculture also serves as an ex-officio member. Members serve a four-year term, but can serve no more than two consecutive four-year terms. A member may, however, after serving two consecutive four-year terms and retiring for a minimum of one full year, be eligible for reappointment to the Board. Business is conducted through quarterly Board meetings or conference calls. Special meetings are held as needed.

The Board elects its own officers and has the authority to appoint staff. Peter Hofherr was elected to serve as chairman, Cory Bomgaars as vice-chairman, Barbara Gibbs Ostmann as marketing chairwoman, Tony Kooyumjian as research chairman and Jim Anderson is currently serving as executive director.

## **PROGRAM SUMMARY**

The purpose of the Missouri Wine and Grape Board is to have the Missouri wine and grape industry recognized as a preeminent producer of profitable premium wines in the Midwest. Missouri wineries continue to refine their grape-growing and winemaking skills to offer distinctive, quality wines. The Wine and Grape Board sponsors research at the Grape and Wine Institute at the University of Missouri-Columbia, where the quest for better, hardier grapevines is ongoing. The number of wineries in the state has grown from 59 in 2007 to 125 in 2013.

Historically, Missouri was one of the first wine regions in the nation. Although the "coasts" dominate the U.S. wine industry, through innovative marketing and painstaking grape research,

Missouri is poised to be the heart and anchor of the Midwest wine industry.

**Missouri Wine and Grape Board**

Vision: *To be the Regional Leader Recognized for Quality Grapes and Wine.*

## **Board Members**

**Dr. Jon Hagler, Director of Agriculture**  
Jefferson City, Missouri

**Peter Hofherr, Chairman**  
St. James, Missouri  
Term Ending: 10/2012

**Cory Bomgaars, Vice-Chairman**  
President of the MO Vintner's Association  
Rocheport, Missouri  
Term: Automatic Appointment

**Barbara Gibbs Ostmann, Marketing**  
Chairwoman  
Gerald, Missouri  
Term Ending: 10/2011

**Chuck Dressel**  
Augusta, Missouri  
Term Ending: 10/2012

**Katie Nott**  
Steelville, Missouri  
President, Wine Marketing & Research  
Council  
Term: Automatic Appointment

**Jon Held**  
Hermann, Missouri  
Term Ending: 10/2011

**Matt Kirby**  
Higbee, Missouri  
Term Ending: 10/2010

**Kenneth Meyer**  
Springfield, Missouri  
Term Ending: 10/2012

**Jason Gerke**  
Platte City, Missouri  
President, MO Grape Growers Association  
Term: Automatic Appointment

**Marty Strussion**  
Ste. Genevieve, Missouri  
Term Ending: 10/2011

**Jim Anderson, Executive Director**  
**Danene Beedle, Marketing Director**

**Christa Holtzclaw, Marketing Specialist**  
**Sue Berendzen, Executive Assistant**

The Wine and Grape Board stimulates growth of the grape and wine industry for the economic and social benefit of the citizens of Missouri. With the increasing number of grape growers and wineries in Missouri, production in the crowded and fragmented wine market will require a relentless focus on quality wine and tourism value. In tough economic times, wine consumption continues to rise and the growth of the industry flourishes.

State and regional organization support is critical to the success of the renewed industry. Based on the recent legislative partnerships, there appears to be strong momentum in favor of the wine and grape industry in Missouri that is driven by the efforts of the Missouri Wine and Grape Board.

## **Staff**

Missouri's wine and grape industry will benefit from America's steadily rising demand for higher quality. Wine is an affordable luxury, which has become the most sought-after consumer good of this era.

### **Wine Tax Comparison**

<b>Month</b>	<b>FY2009</b>	<b>FY2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>FY 2013</b>
July	104,695.07	106,630.71	98,400.08	133,430.37	129,105.49
August	119,546.53	115,279.41	112,102.99	117,523.46	126,212.83
September	105,473.25	129,717.22	123,043.40	127,768.32	136,882.00
October	104,097.09	120,869.52	130,937.50	138,393.72	126,795.17
November	146,438.23	133,236.46	145,459.74	141,872.04	154,057.44
December	128,376.82	124,317.47	146,517.41	153,913.00	164,653.79
January	114,943.15	123,727.17	133,399.88	174,315.59	139,759.38
February	82,851.97	102,548.61	111,801.51	112,226.70	101,486.62
March	89,344.17	106,561.11	105,491.58	121,962.26	141,846.26
April	106,805.61	124,675.38	123,246.90	123,819.52	117,558.11
May	104,800.31	119,280.48	127,225.09	107,874.23	128,750.32
June	120,109.98	130,052.79	121,562.40	137,866.04	132,605.88
	1,327,482.18	1,436,896.33	1,479,188.48	1,590,965.25	1,599,713.29

**Missouri Wine and Grape Board**  
**Statement of Assets and Net Assets – Cash Basis**  
**June 30, 2013**

**ASSETS**

**CURRENT ASSETS:**

Pooled cash – State of Missouri, Missouri Department of Agriculture	
Marketing Fund 0787	\$ 297,858.59
Research Development 0787	\$ 570,270.65
Marketing & Research Development Fund	\$ 50,626.79
<b>TOTAL ASSETS POOLED CASH</b>	<b>\$ 918,756.03</b>

**NET ASSETS**

**NET ASSETS:**

Marketing Fund 0787	\$ 297,858.59
Research Fund 0787	\$ 570,270.65
Marketing & Research Development Fund	\$ 50,626.79
<b>TOTAL NET ASSETS</b>	<b>\$ 918,756.03</b>

**Statement of Receipts and  
Changes in Net Assets – Cash Basis  
For The Year Ended June 30, 2013**

**RECEIPTS**

Wine tax – Marketing	\$ 799,856.97
Wine tax – Research	\$ 799,856.32
Interest	\$ 8,419.61
Miscellaneous	\$ 15,638.92
<b>Total support and revenues</b>	<b>\$1,623,771.82</b>